

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Dyna-Lite Flash Equipment

New Jersey Manufacturing Extension Program

NJMEP Helps Dyna-Lite Grow with New Product Design

Client Profile:

Dyna-Lite Flash Equipment, Inc., founded in 1970, is a manufacturer of professional flash photography equipment. The Union, New Jersey, company employs 17 people and generates annual sales totaling \$3,500,000.

Situation:

Dyna-Lite President Peter Poremba was seeking assistance in designing a portable battery charger to power flash equipment. Following up on a previous field agent visit, a New Jersey Manufacturing Extension Program (NJMEP), a NIST MEP network affiliate, telemarketer made an appointment for the field agent to meet with Poremba. NJMEP and third-party resource Sigma Design submitted a successful bid and began work on the project.

Solution:

NJMEP and Sigma Design aided Dyna-Lite in developing a modified commercial enclosure for the company's battery charger; researched and devised a battery life extension solution; and selected an appropriate battery gauge. The NJMEP field agent remained involved throughout the project, participating in design sessions to continually ensure that Dyna-Lite's goals were met effectively and on schedule. Sigma Design worked closely with Poremba to produce the battery charger design that Dyna-Lite required. The project spanned seven months, after which Sigma provided further assistance at the client's request. As a result of this undertaking, Dyna-Lite was able to 'get a leg up' on its competitors by bringing its portable battery charger to market on time and within budget. According to Poremba, "We were able to be an early entry into the market with an affordable, reliable portable battery charger, which has enabled us to gain market share."

Results:

- * Gained market share.
- * Increased sales.
- * Achieved a more competitive and profitable position.

Testimonial:

"Business has been very challenging for the past three years. Since launching the portable battery charger, our sales have started to increase again. We believe we can attribute at least some of that success to the new product launch. Dyna-Lite appreciates NJMEP's contribution to its progress. NJMEP had the technical expertise that we needed on this project at the right time and right price. As our business continues to grow in the future, we will look to NJMEP for their expertise and assistance in similar and other areas of our company."

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Peter Poremba, President